A wooden bowl is shown at the bottom left, with various fresh fruits and vegetables appearing to float above it. The produce includes two red tomatoes, two yellow lemons, a green cucumber, and a bunch of green leafy vegetables. The items are arranged in a vertical column, giving the impression of being tossed or falling into the bowl.

USDA's Fresh Fruit and Vegetable Program (FFVP)

Instructors:
Emily Dunklee and
Teresa Motlas



Montana
Office of Public Instruction
Denise Juneau, State Superintendent

opi.mt.gov



Learning Objectives

- Understand USDA regulations
- Understand monthly reports and claims
- Understand food safety
- Identify ways to promote the FFVP
- Identify nutrition education activities

What is the FFVP?

The Fresh Fruit and Vegetable Program (FFVP) is a USDA funded program that provides free fresh fruits and vegetables to children in participating elementary schools throughout the school day.

The goal of the FFVP is to:

Create healthier school environments by providing healthier food choices

- Expand the variety of fruits and vegetables children experience
- Increase children's fruit and vegetable consumption
- Make a difference in children's diets to impact their present and future health





FFVP Binder

Each School District, participating in the FFVP for the *first time* in the 2012-13 school year will receive *one* FFVP Binder.

Contents may be copied for each school participating in the program.

Contents:

- Fresh Fruit and Vegetable Program Handbook
- Instructions for FFVP Claim Reimbursement
- Procurement Resources
- Promotion of the Program
- Food Safety
- Nutrition Education



USDA Guidelines

Your school district has flexibility to develop its own implementation plan:

- Decide when, where, and how to serve FFVP
- Choose what fresh fruits and vegetables to offer children
- Involve your teachers and other school staff



Who can receive fresh fruits and vegetables?

- All enrolled students at the FFVP school regardless of eligibility status (free, reduced-price or paid)
- Children attending Head Start, Pre-K, or Early Childhood programs located in a FFVP school may also participate if they are considered *enrolled* in the FFVP school
- Teachers and administrators are encouraged to participate with the students



Time of Service

- Determine how the program will work best at your school
- During the school day, excluding meal periods
- Can offer different grade levels on alternate days, but ensure equal distribution across all grades
- Can NOT be served *during* the National School Lunch Program or Special Breakfast Program meal periods
- Program must operate at least 2 days each week through out the school year

Location of service

- Inside classrooms
- Hallways
- Inside the cafeteria (NOT during meal periods)
- In free vending machines
- At kiosks/carts/baskets
- In the school/nurse's office
- School assemblies
- Student club meetings only if during the school day

FFVP Funds may NOT be used to purchase the following:

- Processed or preserved fruits and vegetables (such as canned, frozen)
- Fruits or vegetables that are soaked or processed with artificial flavorings
- Dip for fruits
- Dried fruits & vegetables or fruit leather or jellied fruit
- Any fruit or vegetable juice including 100% juice
- Pre-made Salsa

FFVP funds may NOT be used to purchase the following:

- Trail mixes or fruit mixtures
- Cottage cheese
- Fruit desserts such as fruit pizzas made with cookie dough crust, and fruit tarts
- Smoothies
- Nutrition education and promotion materials



Further Vegetable Guidance

- If you serve dip with vegetables as part of FFVP, you must choose low-fat, yogurt-based dips or other low-fat dips.
- Serving size of low fat dip should be what is commonly noted as a serving size for condiments; in most cases, no more than one tablespoon.
- Fresh (not canned or frozen) vegetables that are cooked, must be limited to once a week and always as a part of a nutrition education lesson.

Example: sweet potato



FFVP Budgets

Each budget allows for approximately \$50-\$75 per student each year. Dollar allocations change each year based on FFVP participation.

FFVP allocation is divided into two periods:

Period 1: July 1 – September 30

Use in August and September

Period 2: October 1- June 30

Use in the remaining months of the school year

Operating Costs

Allowable Expenses

- Fresh Fruits and Vegetables
- Low or non-fat dips for vegetables
- Nonfood items –
napkins, paper plates, disposable gloves, trash bags, serving bowls and trays
- Value added services –
precut produce, ready made trays, delivery charges
- Labor -
directly related to the preparation, serving, and cleanup of fruits and vegetables





Administrative Costs:

Limited to 10 percent of your school's total FFVP grant allocation per funding period.

Allowable Expenses

- Equipment purchase or lease, such as coolers, carts, refrigerators, portable food bars, etc.
- Labor (not related to the preparation and service of fruits and vegetables) including salaries and fringe benefits for employees who compile and maintain claims and other reports, plan and write menus, order produce, track inventory, and coordinate promotional activities.


A decorative vertical strip on the left side of the slide. It features a close-up of several red tomatoes with green leaves, some showing water droplets, and a wooden bowl at the bottom.

Monthly Claims

- Use summary forms to track FFVP operational and administrative costs each month. Keep all invoices and receipts on file.
- Submit FFVP costs with monthly claim for reimbursement in CNPweb. (Example in binder.)
- All claims are due by the 10th of the month.
Claims over 60 days, after the month the FFVP is offered, will not be paid.

Procurement Strategies

Growers, Vendors, and Distributors

- Abundant Montana (AERO)
- Farm to School Program
-  DOD Fresh (p. 18 FFVP Handbook)



Proper Procurement Procedures

- Buy American
- Geographic Preference
- Seasonal Produce Chart
- National Fruit and Vegetable Retail Report

Promoting the FFVP

Who is your audience?



Montana
Office of Public Instruction
Denise Juneau, State Superintendent

opi.mt.gov

Promotion

- Press Release
- Fruits & Vegetables Galore

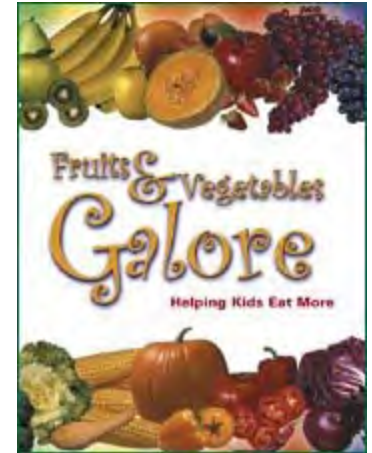
“Meal Appeal” (p.16-31)

http://www.fns.usda.gov/tn/resources/fv_galore.html

- Bulletin boards/Newsletters
- Harvest of the Month

<http://harvestofthemonth.com/>

- Parent & Teacher FFVP brochures - OPI



Promotion

Keep track of your progress!

- Document your efforts
 - Success Stories
 - FFVP Artwork & Projects
 - Photos
- Share your Success - FFVP Toolkit

<http://www.fns.usda.gov/cnd/ffvp/toolkit.htm>



Food Safety

- *Best Practices –
Handling Fresh Produce in Schools*
- Food Safety and Sanitation
for Fresh Fruits & Vegetables
- FightBac! *Six Steps to Safer Fruits and Vegetables*
- HACCP Based SOPs
- Handling Fresh Produce in Classrooms



Nutrition Education Ideas

Q. What type of nutrition education is required?

A. Any activity that fits the students at your school.

- Announcements
- Book & a basket
- Factsheet & a fruit or vegetable
- Mystery fruit or vegetable
- Taste & Vote for the fruit of the week
- White board with “Veggie of the Day”



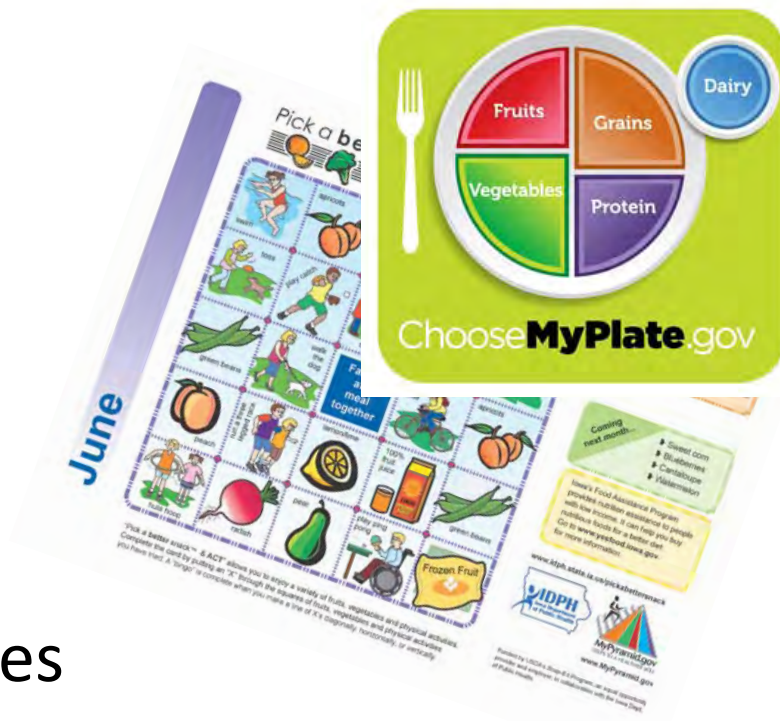
Nutrition Education

Free resources:

- Fact sheets like
 - Pick a Better Snack
 - Fruit & Veggie Cards
- Curriculum materials
- Recipes
- Coloring Books & Games

<http://www.foodchamps.org/>

- Fun Nutrition Events – tasting party, health fair, assemblies



Nutrition Education

Form partnerships:

- MSU Extension & SNAP-Ed
- Eat Right Montana (newsletters sent to superintendents)
- Montana Action for Healthy Kids
- Montana NAPA (Nutrition And Physical Activity Program)
- Grocery stores and farmers markets
- School Wellness committee
- PTA and community groups



Questions?

